

## Chapter 8. Funding Opportunities

Most of the funding for public transit is derived from state and federal funds that are distributed according to formulae based on population and ridership. For example, Local Transportation Funds (LTF), which are collected by the State under the 1971 Transportation Development Act (TDA) and redistributed back to each county in California, are the primary source of operating revenues for AC Transit. LTF is funded with  $\frac{1}{4}$  of one percent of the base statewide sales tax. Unfortunately, the State's financial crisis not only makes new state funding programs for transportation projects unlikely, but also threatens existing sources. Therefore, this funding section focuses on sources that are not formula funds but are competitive programs or revenues from non-traditional sources. Each source is described, followed by suggestions for projects in this Plan that might be eligible for the source. While these competitive funds can be used to start up a program, almost all would require other funding sources to sustain the programs over the long term.

### Government Sources

#### Current Funding Programs

##### Low Income Flexible Transportation Program (LIFT)

###### *Description*

The Metropolitan Transportation Commission (MTC) partnered with local transit and social services agencies to respond to the challenge of improving transportation services for residents of low-income communities by initiating the Low Income Flexible Transportation (LIFT) Program in 2000. LIFT projects are funded by a combination of state Congestion Mitigation and Air Quality (CMAQ) funds, federal Job Access and Reverse Commute (JARC) funds, and State Transportation Assistance (STA) Regional Discretionary funds. Projects require a local or non-federal match, which was originally 50% but was lowered in more recent funding cycles in response to the downturn in the economy. A new round of proposals for LIFT funds will occur in 2004. Examples of previous projects partially funded by LIFT are the Hayward Industrial Shuttle; the Alameda County Mobility Manager; and the City of Alameda's Kids' Coach.

###### *Applicability to projects in the Community-based Transportation Plan*

Projects listed in the Community-based Transportation Plan that could potentially be eligible for LIFT funding given current guidelines include:

- AC Transit adjustments;
- Expansion of the Auto Loan Program to low-income individuals who do not qualify for CalWORKS;
- Information center;

- Alameda and Marin Counties' Mobility Manager Programs, which were funded by LIFT, could be cited as a precedent.
- Successful programs in other parts of the state and country, which particularly serve low-income senior citizens, can be cited as models.
- Gathering and scripting transportation information for production on local TV station, including translation in multiple languages.

## **Transportation for Livable Communities (TLC)**

### *Description*

MTC created this innovative program to fund community-oriented transportation projects. Capital projects are funded using regional Transportation Enhancement Activities funding from the federal Surface Transportation Program. Funding has also come from the Congestion Mitigation Air Quality program (CMAQ). Awards are made through a competitive grant process. The intent of the program is to improve neighborhood livability and coordinate transportation and land use. Project sponsors are encouraged to submit proposals that improve bicycling, and walking, and encourage transit ridership through transit-oriented development. Current evaluation criteria for capital projects include community involvement, benefits to bicyclists and pedestrians, support for community redevelopment activities, and improved internal community mobility.

Projects in the early or conceptual stage of their development are eligible for TLC planning grants of up to \$75,000, which are awarded to help sponsors refine and elaborate promising project ideas. The next cycle will be in Spring 2004. Projects with completed plans are eligible for capital grants, which directly support construction and help turn plans into reality. Capital grants range in size from \$150,000 to \$2 million per project.

Examples of previous grants in Alameda County included \$40,000 to design the San Lorenzo/Hesperian Corridor Transit Improvements, submitted by the San Lorenzo Homeowners Association in conjunction with Alameda County; and bicycle and pedestrian paths and streetscape improvements in the Cities of Oakland, Berkeley, and San Leandro, ranging from \$750,000 to \$2 million.

### *Applicability to projects in the Community-based Transportation Plan*

The County's and the City of Hayward's pedestrian and bikeway projects would qualify, as well as any traffic calming and pedestrian safety techniques that might also be added, such as crosswalks, improved signage, better lighting, pedestrian-friendly landscaping, and pedestrian safety zones. Community prioritization of the most important locations for neighborhood shelters and bus seating might also qualify for a small planning grant.

## **Bicycle Transportation Account (BTA)**

### *Description*

Through the Bicycle Transportation Account, Caltrans provided \$7.2 million in 2002 to local communities for capital projects intended to improve and increase bicycle commuting.

### *Applicability to projects in the Community-based Transportation Plan*

While this source is competitive, it is ideally suited to implement the bicycle improvements in the City's and County's adopted bicycle plans.

## **Transportation Fund for Clean Air (TFCA)**

### *Description*

The Transportation Fund for Clean air is a grant program funded by a \$4 surcharge on vehicles registered in the Bay Area, which generates about \$20 million a year. The goal of TFCA is to decrease vehicle emissions in order to improve air quality. The fund includes a wide range of project types, such as shuttle and feeder bus service to train stations, ridesharing programs to encourage carpool and transit use, bike lanes, and information projects to enhance the availability of transit information. The Regional Fund comes from 60% of the revenue and is allocated directly by the Bay Area Air Quality Management District. The Program Manager Fund constitutes the other 40% of revenues and is allocated by the Alameda County Congestion Management Agency in this county. Only public agencies can apply for TFCA funds. These funds do not provide long-term funding.

### *Applicability to projects in the Community-Based Transportation Plan*

The County or the City of Hayward could apply on behalf of the community. Many projects in the Plan could be eligible, but the most promising cases for improved air quality might be:

- Information Center (enhancing availability of transit information and increasing transit ridership);
- Scripting transportation information for local TV in multiple languages (enhancing availability of transit information and increasing transit ridership);
- Subsidized carsharing (reducing the need for auto ownership, especially less expensive, older cars, which tend to be more polluting); and
- Bikeways (emphasizing commuter routes to work or school).

This source could also be used for some of the strategies that were not among the top ten including the following:

- Night Shuttle (allowing residents to use transit when neighborhood AC Transit service has ceased to reduce the need for automobile trips);
- School-wide or District-wide organization of Parent Trains (promoting walking instead of auto drop-off to schools).

## **Safe Routes to School (SR2S)**

### *Description*

The State Department of Transportation (Caltrans) most recently solicited project applications from cities and counties in California for Safe Routes to School (SR2S) funding early this year, with an application deadline of February 27, 2004 for Fall 2004 approval. SR2S is a construction program, intended to improve and enhance the safety of pedestrian and bicycle facilities. The maximum reimbursement for all projects will be \$450,000, with the local agency providing a 10% local match. Six categories of projects can be funded:

- Sidewalk improvements;
- Traffic calming and speed reduction;
- Pedestrian/bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle facilities; and
- Traffic diversion projects, such as improved pick-up/drop-off areas at schools.

### *Applicability to projects in the Community-based Transportation Plan*

Bikeways, sidewalks and better lighting leading to schools are ideal applications for this funding source.

## **Older Americans Act (OAA)**

### *Description*

The Older Americans Act was signed into law in 1965 amidst growing concern over seniors' access to health care and their general well-being. The Act established the federal Administration on Aging (AoA), and charged the agency with advocating on behalf of an estimated 46 million Americans 60 or older, and implementing a range of assistance programs aimed at seniors, especially those at risk of losing their independence.

Transportation is a major service under the Act, providing needed access to nutrition and other services offered by the AoA, as well as to medical and other essential services required by an aging population. Although no funding is specifically designated for transportation, funding can be used for transportation under several sections of the OAA, including Title III (Support and Access Services), Title VI (Grants to American Indian Tribes), and the Home and Community-Based Services (HCBS) program.

### *Applicability to projects in the Community-based Transportation Plan*

Much of the transportation available under the Older Americans Act is specialized, i.e., designed to assure that seniors can get to meals, nutrition and other program services offered by the Area Agency on Aging, as well as to medical and other outside community services. Although the OAA funds are already appropriated for these services by the

County, it may be possible to suggest that the Area Agency on Aging use some of the funds to pilot a Mileage Reimbursement Program for senior citizens. A discussion of this alternative is included in the appendix.

## **Community Development Block Grants (CDBG)**

### *Description*

The CDBG program is a federal program of grants to local governments, administered by the U.S. Department of Housing and Urban Development (HUD). The Housing and Community Development Act of 1974 established CDBG as a replacement for a variety of federal urban renewal, housing, and neighborhood development programs. CDBG was the first of the federal block grant programs. Both government agencies and nonprofit organizations are eligible for funding. Both the City of Hayward and Alameda County allocate CDBG funds in a competitive process to low-income areas.

### *Applicability to projects in the Community-based Transportation Plan*

Because the target areas are low-income, a number of the projects in this Plan would theoretically be eligible for CDBG funds, subject to the jurisdictions' priorities and guidelines each year. The most likely projects might be:

- Neighborhood bus shelters;
- Expansion of the CalWORKS Auto Loan to the working poor;
- Transportation information center;
- Multilingual transportation information for an information center, for a local TV station, and for transit hubs; and
- Better lighting in select areas near transit hubs or key destinations, such as human services centers and schools.

## **Alameda County Waste Management Authority and Alameda County Source Reduction and Recycling Board**

### *Description*

The Alameda County Waste Management Authority is a 17-member joint powers agency among the County, each of the fourteen cities within the county, and two sanitary districts. The Recycling Board is made up of five elected public officials from the Waste Management Authority and six professional experts in specified areas of waste reduction selected by the Board of Supervisors. Funding for the Recycling Board is derived from a disposal surcharge at the Altamont and Vasco Road landfills. The Authority sponsors a Mini-Grant program to fund innovative projects which will increase individual and community involvement in source reduction efforts, decrease the amount of waste generated and sent to the County's landfills, and encourage the development, marketing and use of recycled products. Applications are reviewed on a first come, first served basis until the total allocation is expended. The 2003-04 allocation is \$30,000, with awards ranging from \$1,000 to \$5,000.

This program is open to all applicants. A separate program of grants to non-profits is also available with specific application deadlines. Among the priorities are Reuse and Waste Prevention.

*Applicability to projects in the Community-based Transportation Plan*

Central Contra Costa Transit Authority was awarded \$14,250 for fifteen recycled-content benches at popular bus stop locations within the Central Contra Costa Solid Waste Authority's service area. A similar application could be submitted to the Alameda County Source Reduction and Recycling Board for benches in the study area's neighborhoods. Non-profits could consider writing a grant application to buy bicycles when the police department auctions off unclaimed bicycles. The bicycles could then be sold at a low cost to community members.

## **Measure B Bicycle and Pedestrian Countywide Discretionary Fund**

*Description*

Measure B is the transportation half-cent sales tax initiative that was approved by the voters in 1986 and reauthorized in 2000. Each year Measure B generates approximately \$800,000 in discretionary bicycle/pedestrian funds. This discretionary fund is administered by the Alameda County Transportation Improvement Authority. The next Call for Projects will be in January 2005. Non-profits may jointly sponsor and implement a project or program, but a public agency must be the applicant and project lead. All projects must have countywide significance, serving residents from more than one jurisdiction or area in Alameda County. Projects should expand and enhance bicycle and pedestrian access, convenience and safety. The minimum funding level is \$10,000 and the maximum is \$600,000, with no local match required.

*Applicability to projects in the Community-based Transportation Plan*

This source is well suited to implement the bicycle improvements in the City's and County's adopted bicycle plans in the project area. Other projects could be sidewalks, crosswalks, signage, and lighting. The competitiveness of these projects will depend on whether their location is of countywide significance, such as a sidewalk that fills a gap for better access to transit or a path linking to a hospital or school.

## **California Office of Safety Grants (OTS)**

*Description*

The California Office of Safety (OTS) awards federal funding on a competitive basis to cities and counties. Evaluation criteria include potential traffic safety impact, collision statistics ranking, seriousness of identified problems and performance on previous OTS grants. Applications are due in January with funding available the following October. In 2003 the City of Hayward Police Department received a grant for its DUI and Seat Belt Enforcement program. Examples of other programs that have received awards include:

- Pedestrian Lighted Crosswalks in Berkeley;
- Neighborhood Speed Reduction Project in Sunnyvale;
- Safe Schools Program, including a Walk to School project, in San Francisco; and
- Neighborhood Traffic Watch Program in Redwood City and Contra Costa County.

*Applicability to projects in the Community-based Transportation Plan*

Working with the City or County, the community could focus on neighborhood lighting to improve pedestrian safety at intersections or bus stops.

**Regional Measure 2: Election for \$1 Bridge Toll Increase**

*Description*

Regional Measure 2, introduced as Senate Bill (SB) 916 by Senator Don Perata, provides for an additional \$1 toll on all state-owned bridges (excluding the Golden Gate Bridge) in the Bay Area to fund projects in seven bridge corridors. The measure, which passed on the March 2004 ballot, provides up to \$120 million annually for Bay Area traffic relief. This bill defines the Bay Area Toll Authority (BATA) as a separate entity governed by the same governing board as the MTC. The bill makes the BATA responsible for the programming, administration, and allocation of toll revenues from the state-owned toll bridges in the Bay Area.

*Applicability to projects in the Community-based Transportation Plan*

Projects in the Community-based Transportation Plan that could potentially be eligible for funding through Regional Measure 2 include:

Bikeways

Bicycle and pedestrian improvements in Hayward, Ashland and Cherryland may be eligible for funding. The Expenditure Plan for Regional Measure 2 gives priority to bicycle and pedestrian projects that “best provide access to regional transit services.” A project could be jointly sponsored by the East Bay Bicycle Coalition and the Transportation and Land Use Coalition. These sponsors must identify a public agency cosponsor for purposes of specific project fund allocations.

AC Transit Improvements

*Real-time Transit Information*, a project called out in Regional Measure 2, would address community complaints about lack of knowledge at a bus stop—whether a bus was late or had already left the stop, particularly at key transfer points. The *Regional Express Bus system* envisioned by Regional Measure 2 would reduce the time of some regional transit trips, targeting one of the issues raised by the community. The *AC Transit Enhanced Bus* project would be developed along International Boulevard, providing faster service to Ashland and Cherryland residents along the corridor. Another project in Regional Measure

2—*Travel Commute Benefits Promotion*—could ease some concerns about the cost of transit. The goal of the project is to increase the participation rate of employers offering employees a tax-free benefit to commute to work by transit. However, low-income persons, by definition, do not pay high taxes, so the program would have limited impact. One possible result could also be an increase in Guaranteed Ride Home programs as a companion workplace benefit in a comprehensive employer trip reduction plan.

### **Job Access and Reverse Commute (JARC)**

The Job Access and Reverse Commute program (JARC) provides grants to communities to fill gaps in employment transportation. The primary beneficiaries of this program are low-income families that otherwise would have a difficult time getting to jobs and other services like childcare and training. With welfare-to-work regulations requiring millions of families to enter the workforce, many communities understand that they must address the transportation barriers that prevent many of these low-income families from getting and keeping paid employment. Job Access and Reverse Commute grants must be used to provide new services and not for planning or coordinating activities or to fill gaps in existing services. Projects must be integrated into or coordinated with the existing transportation system to make efficient and effective use of existing transportation providers and systems.

The JARC program authorizes two kinds of grants: Job Access grants and Reverse Commute grants. Job Access projects are aimed at developing new transportation services for low-income workers and/or filling in gaps in existing services. This program is designed to serve eligible low-income individuals whose family income is at or below 150 percent of the poverty line and need access to and from jobs, job-training programs, and education activities related to their employment. Reverse Commute projects are intended to provide transportation to suburban jobs from urban, rural and other suburban locations — but not necessarily just for low-income people. This program addresses the commonly held "spatial mismatch" theory supported by the fact that two-thirds of all new jobs are in the suburbs while three-fourths of low-income workers and individuals moving from welfare to work live in inner cities and rural areas.

Some examples of eligible Job Access projects include:

- Adding late night and weekend services for workers with nontraditional schedules,
- Providing a guaranteed ride home service,
- Starting a shuttle service,
- Extending or rerouting bus services to go further into low-income neighborhoods or suburban areas with employment opportunities,
- Providing an "on-call" van service, and
- Sponsoring ridesharing and carpooling activities.

Besides providing actual transit services, Job Access grants may also be used for:



- Operating and capital costs for equipment, facilities and maintenance related to providing access to jobs services,
- Promoting transit vouchers for welfare recipients and low-income individuals purchased by appropriate agencies, but not for the transit vouchers themselves,
- Promoting employer-provided transportation, and
- Targeted marketing and advertising to increase awareness among welfare recipients and low-income communities of transportation options.

Job Access and Reverse Commute grants will not cover purchasing individual transit passes, construction of child care centers and employment support facilities at transit hubs, or vehicle purchases for private automobile ownership.

### **Federal Section 5310 Funds**

Federal funding, under 49 U.S.C. Section 5310, provides capital grants for the purpose of assisting private nonprofit corporations and, under certain circumstances, public agencies in providing transportation services to meet the needs of seniors and persons with disabilities for whom public mass transportation services are otherwise unavailable, insufficient, or inappropriate. Through an annual application process, program grants are made for up to 80% of the total project cost. Applicants must have funds available to pay all operating and maintenance costs for the vehicle. Eligible projects include accessible vans and buses, communication equipment, and computer hardware and software.

## **Potential Future Government Funding Sources**

### **MTC-Transportation 2030 (T2030)**

#### *Description*

Although no direct funding is provided from Transportation 2030, the regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. In December 2003, MTC adopted Resolution 3609, which over the next 25 years dedicates \$216 million to Lifeline Transportation, \$200 million to the regional bicycle/pedestrian program, and \$454 to the Transportation for Livable Communities/Housing Incentive Program.

#### *Applicability to projects in the Community-based Transportation Plan*

As indicated above, the regional transportation plan does not directly provide funding, but projects must be included in the plan to be eligible for future funding allocations. Projects identified in the Central Alameda Community-based Transportation Plan could potentially be funded through various T2030 programs, such as Lifeline Transportation, the Regional Bicycle/Pedestrian program, and Transportation for Livable Communities/Housing Incentive Program.

## **State Environmental Justice and Community Based Transportation Planning Grants (EJ)**

### *Description*

Caltrans—the California Department of Transportation—introduced two grant programs in 2001-02 that would have applicability to the Cherryland, Ashland and Hayward-area projects: the Environmental Justice Grant Program and the Community Based Transportation Planning Grant Program. Because of the State's budget deficits, it is unlikely that these grants will be available in the near term, although the programs may be revived in the future.

Both grants were funded by State Highway Account Funds for a maximum of \$300,000 to cities and/or MTC. The Environmental Justice grant required a 10% non-State local match for demonstration projects in environmental justice planning. The Community Based Transportation Planning Grant required a 20% non-State local match to fund planning projects that support livable community concepts.

### *Applicability to projects in the Community-based Transportation Plan*

One example of a project that might be considered by Caltrans would be involvement by the community in planning the details of a transit service at certain hours of the day or night. Should Caltrans reinstitute this program, the guidelines would likely support other projects in this Plan as well.

## **Private Foundations**

Many small, focused projects that target low-income populations are eligible for foundation grants. The following is a list compiled by the Metropolitan Transportation Commission and by Nelson\Nygaard Consulting Associates of some foundations that could potentially be interested in funding the projects listed in this Community-based Transportation Plan. The list is by no means exhaustive but is suggestive of the types of grants that may be available.

This section includes some detail about seven promising foundations from their websites. The detail is included here in order to direct and assist agencies, community-based organizations, and residents who may take the lead on implementing some of the solutions in this Plan. However, foundation grants are highly competitive and more research would be needed before applying. Foundations often encourage the submittal of a short letter of inquiry so that applicants can determine the foundation's interest before investing time in a proposal. Additional research could be conducted on grants aimed at specific ethnic groups, such as Hispanic and Vietnamese.

## **Robert Wood Johnson Foundation**

### *Description*

The Robert Wood Johnson Foundation is a philanthropy organization that seeks to “improve the health and health care of all Americans”, providing grants in a variety of areas from basic health care access to creating communities that foster healthier habits. Grant opportunities for projects listed in this Plan include funds through the Active Living by Design program, which focuses on creating walkable physical environments, particularly in low-income communities, to encourage healthy and active lifestyles and pedestrian access. Typically, the proposal must be sponsored by a non-profit organization.

### *Applicability to projects in the Community-based Transportation Plan*

Pedestrian projects may be eligible for grants from this foundation. Other funding may be available for special services to improve transportation access to medical facilities.

## **Nathan Cummings Foundation**

### *Description*

The Nathan Cummings Foundation is committed to democratic values and social justice, including fairness, diversity, and community. A key objective of this foundation is to assure access to quality health care, goods and services, especially for those who confront barriers due to low- to moderate-socioeconomic status, race, ethnicity, or gender. Special attention will be given to efforts that address the health disparities that exist between the rich and the poor and build bridges between the common concerns of disparate constituencies.

### *Applicability to projects in the Community-based Transportation Plan*

Because access to health care is an issue raised by the community, a shuttle to health care facilities might be a project for submittal to this foundation. Priority attention is given to efforts that are national in scope and efforts that have the potential of having a multi-state or statewide impact and can be replicated. Involvement of health care providers, such as St. Rose Medical Center, in the project area could strengthen a health access service proposal as a demonstration project that could be replicated throughout the state.

## **William G. Irwin Charity Foundation**

### *Description*

According to the Executive Director, the foundation’s trustees are interested in bricks and mortar, not program grants for studies or operations. It has funded several vans for a San Francisco AIDS non-profit organization. It also funds a number of first-time grants each year for proposers who do not expect ongoing funding. Applicants can send in a two-page “request for expression of interest” to obtain a reading about whether their proposal would be considered.

### *Applicability to projects in the Community-based Transportation Plan*

Capital grants for neighborhood bus shelters and bus stop seats or vans for a public flex-route night service might be suitable projects for this foundation.

## **Zellerbach Family Foundation**

### *Description*

The mission of the Zellerbach Family Foundation is to improve human service systems and strengthen communities. Grants in the human service area help improve the management, practice and accountability of public systems serving vulnerable adults, families and children. The primary focus of these grants is in the mental health and child welfare service systems and their interaction with other human service systems, including the criminal justice and education systems. The Strengthening Communities category aims to improve the health and well-being of individuals and families living in distressed neighborhoods. A key priority is to improve the structure and strength of neighborhood institutions and community-based organizations. The foundation's grants range from \$3,000 to \$100,000, and average \$30-40,000.

### *Applicability to projects in the Community-based Transportation Plan*

Possible projects in this Plan that may be eligible for Zellerbach Family Foundation funding include:

- the Transportation Information Center (responding to a strategy to increase "opportunities for residents...to connect with one another" and to "improve the structure and strength of neighborhood institutions"),
- a Children's Shuttle (responding to an interest in "child welfare") or a shuttle to increase access to health care (responding to an interest in "mental health and child welfare"). Although shuttles were not identified as priority projects in the short-term, they may be considered in the long-term (see appendix for a discussion of shuttle services).

## **East Bay Community Foundation (EBCF)**

### *Description*

The East Bay Community Foundation is particularly focused on efforts that benefit under-resourced, marginalized communities and communities where demographic changes have created new challenges. Through the competitive grants program, EBCF has supported community building with immigrants, with the disabled, and with groups historically marginalized by race and ethnicity. The 2003-04 priorities which may be particularly applicable to the Plan's target areas include:

- Programs and organizations that promote dialogue and inter-ethnic leadership development in diverse neighborhoods and broaden the participation in the

democratic process, especially among immigrant populations, youth or other groups that tend to be disengaged in the democratic process.

- Provide training and support to those struggling to achieve or maintain economic independence, with an emphasis on programs that foster self-sufficiency, such as job training....
- Increase access to quality early childhood care and education, with an emphasis on strengthening the child care system, and addressing key services gaps in early childhood education, including mental health and culturally appropriate services.

#### *Applicability to projects in the Community-based Transportation Plan*

With its emphasis on assisting immigrants, the Transportation Information Center and multilingual translations of information may be a good match for a grant from this foundation.

### **Surdna Foundation**

#### *Description*

Surdna Foundation's Environment Program goal is to prevent irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial and equitable use of land and natural resources. With primary focus on reducing vehicle miles traveled and maximizing accessibility over mobility, examples of this foundation's interests are:

- Analyzing government policies and subsidies regarding the automobile and fostering alternative solutions;
- Supporting community involvement on transportation and land use reform; supporting programs that foster open space, park land creation, urban conservation, and broadly, livability; and
- Advocating consumer choice in the marketplace.

#### *Applicability to projects in the Community-based Transportation Plan*

Projects that may fit with this foundation's emphasis on reducing automobile miles and enhancing access for consumer choice include the Subsidized Carsharing Program or services that supplement Lifeline routes, such as the evening flex-route being reviewed by AC Transit.

### **Evelyn and Walter Haas, Jr. Fund**

#### *Description*

The Fund has two areas that may be applicable for projects in this Plan. The Strengthening Neighborhoods program area seeks to strengthen low-income neighborhoods by building their capacity for community improvement. In each neighborhood, local stakeholders should be involved in determining priority needs and designing and implementing

strategies. Typical projects might include efforts to address safety concerns, to increase access to basic city and retail services, or to improve transportation or housing. The program area of Promoting Diversity and Inclusiveness seeks to amplify the voices of diversity and ensure that each community can actively and effectively participate in civic life.

In 2002 City CarShare received a two-year grant of \$150,000 to establish car sharing in low-income neighborhoods of San Francisco and Oakland. Transportation for Livable Cities received \$25,000 to promote walking, biking and access to transit.

#### *Applicability to projects in the Community-based Transportation Plan*

Establishing a carsharing program in the study area may be an eligible project for this Fund. The Transportation Information Center and providing transportation information in multiple languages on local TV or on signage in the community could also be eligible projects. Expanding the Auto Loan Program to the working poor is another project that increases access and allow users to more fully participate in civic life, which are priorities of the Fund.

## Other Sources

### **City and County Funds**

Many of the projects identified in the public outreach fall under the responsibility of local government. For example, the community identified a need for increased traffic enforcement, more policing to make the streets safer, landscaping, signage, and crossing guards. (Occasionally, a city will provide crossing guards, although this function is usually in the purview of the school district.) Community members can make their needs known through processes established by the City and the County to allocate the funds they control. Their funds come from many sources, including various federal and state sources and local property and sales taxes. When this Community-based Transportation Plan is completed, it will be sent to both the City of Hayward and Alameda County, as one method of communicating the needs identified during the development of the Plan. Nonetheless, community members should continue to advocate for the high priority projects in their neighborhoods, as these projects will be in competition for funds with other projects in the jurisdiction.

However, the City and the County are facing serious cutbacks in critical services, due to the economic conditions in the region and the state. Therefore, it is unlikely that the City and the County will fund many of the projects in this Plan in the short term. New local funding for some of these projects could come from voter-approved parcel taxes or benefit assessment districts. For example, the City of Oakland will be placing a measure on its ballot asking for a parcel tax to increase community policing. Homeowners or businesses that desire sidewalks, for example, could vote to assess themselves for the cost of installing them. While new taxes are generally an unpopular solution, if the costs are spread among many, the actual amount may be manageable for individual taxpayers.



## **Advertising Agency**

AC Transit contracts with an advertising agency to install and maintain bus shelters on major streets throughout the district. About 60-70 are already installed in Hayward. As the community identifies additional locations, AC Transit is willing to locate more shelters. However, the advertising agency will only install shelters in high visibility locations under this program. If funding is found for the capital costs of shelters on neighborhood streets, the advertising agency may be willing to maintain them.

*Other sources that could be approached for projects for specific projects include:*

## **Local retailers**

Businesses that would benefit from increased customers, such as grocery stores and shopping malls, might consider funding part of the costs of a shuttle.

## **Service clubs and fraternal organizations**

Organizations such as the Rotary Club, Soroptomists, Kiwanis, and Lions often take on special projects. They might be contacted for projects such as a mileage reimbursement fund or a van for a community or children's shuttle. A service club could be approached for volunteers to serve as crossing guards at a school or to help provide multi-lingual transportation information.

## **Employers**

Employers who are in need of workers are sometimes willing to underwrite transportation in order to fill their labor needs. As the economy improves and the population ages, a labor shortage could occur providing an incentive for employers to put funds towards transportation programs. Employers may be willing to contribute to a flex route night shuttle, a subsidized car-sharing program, subsidized vanpools, or a shuttle to their employment site. This strategy should be kept in mind as a long-term strategy for future funding.

## **Developers**

Residents should be alert to new projects proposed for their community as the developers seek approval from the City of Hayward or Alameda County. Impacts on the community are mitigated by conditions on the project's approval. For example, when IKEA located in East Palo Alto, it agreed to pay \$1 million annually to the city for transportation mitigations, including improvements to SamTrans, the bus operator.